

for a certain kind of cough, that another remedy is a "winner" in the treatment of a certain brand of this or that disease and who like to read glowing testimonials of wonders accomplished. This letter in conclusion suggested that the salesman must judge which of these two methods to adopt in approaching the doctor. That in any case it would do no harm to flatter by assuming that the doctor knew his business, and later to change the mode of attack if they should find that he did not know his business.

Finally, let me illustrate how the use of proprietaries by the physician must cause a lack of confidence on the part of the patient, and induce self-medication, or cause counter-prescribing by the druggist, and be the making of "patent medicines." While practicing pharmacy one day I was asked to prescribe for a man who said that he had contracted gonorrhea. Instead I advised him to consult a physician. Soon after I was summoned to the telephone and asked by a well known surgeon for the name of "those black capsules that come in a flat box." In due time I was requested to fill the prescription, and although the capsules were taken out of their container and placed in an ordinary pill box, yet the patient recognized the familiar remedy at a glance and in no complimentary manner commented on the time and money wasted in consulting the physician.

Imagine the frame of mind of the patient who, having consulted his physician and paid his fee, learns that his prescription calls for orangine or antikamnia, with which the daily press has made him familiar.

What do you suppose he will do when next he has neuralgic pain or any other pain; or if his sister or his brother or his aunt has any kind of pain?

But you say: "We do not prescribe remedies advertised in the lay papers. Yes, but how did Fellow's syrup, or worse still, McMunn's elixir, become a "patent medicine?" Because they were prescribed by physicians, who thus assumed the role of "advance agents." Rest assured that whenever a physician prescribes any of these remedies with nice, smooth, catchy names, no matter how illegible his writing, and even though he does not follow the advice of the promoters to direct that they be dispensed in the original containers, with the "name blown in the bottle," patients will, sooner or later, learn what they are taking. If the remedy has the desired effect and cures this or that trouble, the patient when next indisposed will purchase his medicine direct and dispense with the physician's services. Furthermore, he will recommend it to his friends, using the physician's name as a guarantee of its virtues. Next, its advertisements will be transferred from the medical journals to the daily press and the physician will have officiated at the birth of another so-called "patent medicine."

A practice still more reprehensible, it seems to me, is that of supplying patients with "physicians' samples." Seeing that his physician tries on him remedies about which he plainly knows nothing, it is small wonder if in the future the patient will prefer to consult the "patent-medicine" literature of the daily paper or will study the placards on fence posts

and in street cars to find some remedy fitted to cure him, since to him it must seem that his physicians did this when last consulted.

COUNTY SOCIETIES

SHASTA COUNTY.

At the last regular meeting of the Shasta County Medical Society, July 21, 1906, there being present Drs. C. E. Reed, S. T. White, O. J. Lawry, A. B. Gilliland, L. A. Banter, Robert L. Legge, Thomas J. Edgecomb and R. F. Wallace, members, and Drs. Jno. Sandhold or Kennett and A. M. Henderson of Sacramento, visitors, the following business was transacted.

Dr. W. E. Coppedge of Alturas was elected to membership.

Resolution of Dr. C. E. Reed, offered at our January meeting regarding letter of resignation of Dr. C. W. Bryant, viz.:

It was resolved that his resignation be not accepted on account of disrespectful language to our society, and that his name be dropped from the roll of membership of this society because of his continued violations of our laws in accepting contracts and performing contract work for lodges and organizations, the proof of which is contained in his letter of resignation. This was referred to the executive committee for further action, and on the recommendation of said committee, the resolution was adopted and the name of Dr. C. W. Bryant ordered stricken from roll of members of Shasta County Medical Society. On motion, duly seconded, the secretary was instructed to notify the secretary of the Medical Society of the State of California and the secretary of the American Medical Association of the action of our society regarding Dr. Bryant.

In regard to fee for examinations for "old line" life insurance companies, adopted at our meeting of October 21st, 1905, and which was fixed at \$5.00 minimum fee, the following resolution was offered and unanimously adopted:

"Resolved, That any special arrangement for increase of fee to \$5.00 per examination made between medical examiner and local agent be not accepted by this society; the special arrangement must be made between the medical director of the company and the examiner."

Paper of the day was read by our visiting brother, Dr. A. M. Henderson of Sacramento, Cal., on the subject of "Cholelithiasis," and discussed by all the physicians present.

After refreshments, the society adjourned to meet in regular session in October, 1906.

R. F. WALLACE, Secretary.

VENTURA COUNTY.

The Ventura County Medical Society held its regular meeting on Monday evening, August 6th, at the office of Dr. R. D. Potts, Oxnard. The subject for discussion had been prepared by Dr. Potts, and was entitled, "Diseases of a Non-Infectious Nature." Dr. Potts had evidently given his subject much study, and treated its many phases very exhaustively, relating some interesting cases which had occurred in his own practice.

President Cunnane opened the discussion, and was followed by Vice-President Maulhardt, Dr. Stockwell, Dr. Bynum, Dr. Livingston and Dr. Teubner.

The absence of Dr. Love was noticed, and the opinion freely expressed that the society had lost a most valued member.

Mrs. Potts had prepared a generous and dainty repast for the entertainment of the members. The dinner was greatly relished, and the society gave a vote of thanks to their genial host and hostess, Dr. and Mrs. Potts, for their cordial hospitality.

CHARLES TEUBNER, Secretary.